**Video Game Sales – Project #1**

To gain a comprehensive understanding of the video game sales data, I recommend focusing on several key areas of analysis. First, investigate the global sales trends by year. You should aggregate the total global sales for each year to identify overall growth or decline trends in the video game market. This analysis will help you detect any significant fluctuations or patterns in sales over time. To enhance this, consider calculating the annual growth rates and pinpointing any years with notable increases or decreases. Additionally, analyzing sales patterns by region over time will provide insights into how different geographic markets are performing. This will involve grouping the sales data by year and region (e.g., North America, Europe, Japan, and other regions) to observe regional growth or contraction trends, which can highlight shifts in consumer preferences and market opportunities.

Another crucial aspect is analyzing the market share of various genres, platforms, and publishers. Begin by determining the total global sales for each genre, platform, and publisher, and then calculate their respective market shares. This will involve grouping the sales data by these categories and calculating their proportion of total sales. To gain deeper insights, consider examining how these market shares have evolved over time. For example, assess which genres or platforms have gained or lost popularity, and how different publishers have fared in terms of global sales. Additionally, analyzing average global sales and revenue by genre, platform, and publisher can reveal which segments are the most profitable and which might be underperforming. This detailed analysis will provide a clearer picture of market dynamics and assist in making informed strategic decisions regarding future investments and marketing strategies.